Mingyu (Iris) Dai
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EDUCATION

2022 - 2023   **London Business School, London**
Reading for Masters in Analytics and Management
Modules include: Applied Statistics, Data Management, Marketing

2018 - 2022   **Beijing Normal University, Beijing**
Bachelors Degree in Economics, GPA 93/100, Distinguished Graduate Award
Modules include: Intermediate Macroeconomics (100/100), Econometrics (94/100), Python Programming and Data Analysis (98/100)

BUSINESS EXPERIENCE

2022 - 2022   **XIAOHONGSHU, Beijing**
Xiaohongshu is a lifestyle platform where people discover and connect with diverse lifestyles.
Strategic Product Manager Intern (5 months)
- Led auditing queue system development. Collaborated with multiple teams to evaluate requirements, drew 4 dets of prototypes for auditing interface, constructed rules on triggering different punishment for violation.
- Designed plan for controlling daily sending of comments on sensitive current event. Built rules on turning on(off) and triggering controlling strategy, coordinated with developer team to publish strategy.
- Formulated right control of "instruction workbench", for security dept receiving instructions from outside and allocating tasks on content security. Figured out operating rights from 7 roles' perspectives.

2021 - 2021   **TENCENT, Beijing**
Tencent is a world-leading internet and technology company; the CSIG group focuses on cloud and industry Internet strategy.
CSIG, Product Operations Intern (5 months)
- Predicted clients' purchases using Prophet. Segmented clients using KMeans based on prediction to detect clients with unexpected drops. Recommended 10 clients with potential expending growth.
- Re-designed data analysis platform for department using Axure and Pyecharts, based on demand information refined from queries by colleagues, saving time spent on analytics for a team above 20.
- Formed a team of over 10 across departments. Evaluated performance of database product overseas based on data and regular talks in department. Published final report on internal sharing platform.

2021 - 2021   **BYTEDANCE, Beijing**
An international IT company with a wide range of products, including Douyin and TikTok.
Data Operations Intern (3 months)
- Automated original repetitious data cleaning work using VBA, and 90% if account-location matching working using Python, saving over 50% of time spent on manual data processing work for department.
- Studied 15,000 records of Long Live Streaming on Douyin. Summarized content types, built Indicators and examined data by topics. Advice for length and content choices was adopted by team.
- Wrote online handover manual of data operations work for team, including improved working process, purposes of regular work, and relationship with other roles.

2020 - 2020   **NIELSEN, Beijing**
Nielsen is a global leader in audience measurement, data and analytics.
Media Vertical, Market Investigator Intern (2 months)
- Composed 4 campaign performance reports (brand KPIs, celebrity linkage, etc.) for clients from photography equipment, medical aesthetic, food/beverage, and automobile industries.
- Studied Mini-Program suite of companies and (dis)advantages of major digital services providers, as a member of a large project within department. Finished final report for a Chinese dairy tycoon client.

ADDITIONAL INFORMATION

Volunteer   Volunteer Teacher at DuHe Primary School (Gansu, China, July 2019).
Took charge of a first-year class of 36 students, organized class meetings. Communicated with parents and headmasters to learn more about students.
Taught "Introductory to Economics" for 4 classes from different grades. Designed courses using clay, cognitive cards, and banknotes to explain theories.

Technical   Hive SQL, R (dplyr, ggplot), Python (pandas, numpy, matplotlib, selenium, pyecharts), Tableau, Excel.
Languages   fluent English; native Chinese.
Interests   Running, Hiking, Everything about gym and fitness.